

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Ravi Raj et al.

Application No.: 10/671,268

Confirmation No.: 6536

Filed: September 24, 2003

Art Unit: 3622

For: SYSTEM AND METHOD FOR MANAGING  
AN ADVERTISING CAMPAIGN ON A  
NETWORK

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Examiner: N. Boveja

**AMENDMENT AFTER FINAL ACTION UNDER 37 C.F.R. 1.116**

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated November 6, 2009, finally rejecting Claims 1-30, please amend the above-identified U.S. patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.